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Adnams teams up with Hogan's Cider

Adnams, the Suffolk coastal brewer, has announced a new partnership with Hogan's Cider, securing exclusive distribution and sales rights of Hogan's Cider.

Hogan's Draught Cider, 4.5% abv, is a premium cider made from 100% fresh pressed English cider apples. It is produced in Worcestershire in the autumn, at the time of harvest, using apples from orchards throughout Herefordshire, Gloucestershire and Worcestershire. The business, which was formed in 2005, is owned and run by Allen Hogan who started out making cider as a hobby but soon realised there was significant demand for a very natural cider.

Rob Flanagan, Sales Director at Adnams said "Adnams is famous for brewing a wide range of excellent English beers. By working with selected third parties like Hogan's we can further enhance our portfolio of premium brands and in turn, strengthen our relationship with our customers. Adnams has a record of developing successful long-term partnerships with like-minded companies such as Bitburger and Meantime, recognising that this gives us access to premium products that we are not able to produce ourselves. Cider is enjoying a real resurgence and we're confident customers will love Hogan's simple, natural approach to cider making. Summer is also the perfect time to launch Hogan's in our pubs as customers are looking for long, refreshing drinks."

Adnams experience in developing a cider brand comes from its relationship with Aspull Cyder, which will continue to feature in its range.

Allen Hogan commented on the partnership, "I feel very proud that our two companies are working together. Adnams is a brand that is trusted and

recognised for pushing the boundaries of what is expected from a regional brewer. They have a strong base of high quality customers that are well suited to Hogan's Cider and this partnership enables us to extend our reach to those customers."

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Hogan's Ciders are fermented from just fresh pressed English cider apples, no sugars are added prior to fermentation and no apple concentrate is used.

The business was formed in 2005 and has enjoyed significant growth with first a small range of bottled ciders and perry and more recently with a draught cider. Distribution is through farm shops, restaurants, pubs, specialist retailers and as a local product in a number of national chains.